



CHANGE FOR THE BETTER WITH ENERGY STAR

Products that earn the ENERGY STAR® prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency and the U.S. Department of Energy. www.energystar.gov

ENERGY STAR Qualified Programmable Thermostats *How to Promote Products AND Energy-Efficiency*

What is ENERGY STAR?

ENERGY STAR is the government-backed symbol for energy-efficiency. It identifies products in more than 40 different categories that use less energy without sacrificing performance or quality. ENERGY STAR qualified products are an easy solution to energy supply and cost concerns.

What qualifies a programmable thermostat for the ENERGY STAR?

Programmable thermostats that have earned the ENERGY STAR prevent greenhouse gas emissions by meeting strict energy efficiency guidelines set by the U.S. Environmental Protection Agency (U.S. EPA) and the U.S. Department of Energy (U.S. DOE).

ENERGY STAR qualified programmable thermostats have a pre-set energy saving program with four daily settings, including a weekday/weekend option. Different models are available for programming flexibility. Qualified programmable thermostats must be accurate to within +/- 2 degrees.

Programmable thermostats save energy by controlling HVAC equipment with setbacks/setups. They include a feature to reduce the amount of auxiliary heat from a multi-stage heat pump.

Why sell ENERGY STAR qualified programmable thermostats?

They are **Quality Products**: Programmable thermostats that have earned the ENERGY STAR are tested to assure energy savings. Qualification does not interfere with product warranty requirements.

With **Non-Energy Benefits**: ENERGY STAR qualified programmable thermostats allow different temperatures to be set at different times of the day to maximize comfort and savings. They may also be capable of controlling one or more zones of a conditioned space.

That **Customers Are Asking For**: More than 60 percent of consumers recognize ENERGY STAR as the symbol for energy-efficiency. Many of your retailers carry other ENERGY STAR qualified products.

[Manufacturers to insert photo of their programmable thermostat here]



(including model number)]

What ENERGY STAR opportunities can I tap into?

American consumers want to protect the environment but are often unsure of where to start. With recent shortages in energy, consumers are looking for ways to cut their utility bills. ENERGY STAR qualified products help them do both!

Retailer Support: ENERGY STAR assists retailers with promoting qualified programmable thermostats in-store. With growing demand for energy efficiency products, retailers are looking to increase their inventories of qualified products.

Utility Support: Many utilities across the nation will offer rebate and incentive programs for ENERGY STAR qualified products, including programmable thermostats, in 2005. Sales associates should check with local utilities for these and other sales incentives or visit the ENERGY STAR Web site store locator and utility rebate finder at www.energystar.gov/stores/storelocator.asp

In-Store Promotion: Retailer promotional activities can improve your ENERGY STAR qualified programmable thermostat's visibility and accessibility to consumers. Share these ideas with your retailer merchant/buyer:

- Place ENERGY STAR materials on all qualified display models. Include energy savings facts and tips.
- Provide a bag stuffer for retailers to give customers, congratulating them on their purchase and listing other **[insert brand]** qualifying products.
- Distribute window decals for display on retailers' windows.

Used properly, an ENERGY STAR qualified programmable thermostat can save consumers \$100 a year in energy costs.

- Offer sales associate training on qualified **[insert brand]** products.
- Reach a broader audience by using selected marketing materials available in Spanish.

Which **[Insert Brand]** models display the ENERGY STAR to date?

[Manufacturers to insert their list of model numbers here]

[Manufacturers to insert photo of their programmable thermostat here]



(including model number)

For more information about the ENERGY STAR program and other Qualified Products: Visit www.energystar.gov or call the ENERGY STAR Hotline at 1 888 STAR YES (782-7937)